

Assignment 11:

	Google Pay	Apply Pay	Samsung Pay
Features:	<ol style="list-style-type: none"> <li>1. Buy items from websites and apps.</li> <li>2. Send money to other people.</li> <li>3. Buy google products.</li> <li>4. Tap and pay with phone.</li> </ol>	<ol style="list-style-type: none"> <li>1. In store and online payments.</li> <li>2. Send money to other people.</li> <li>3. Can log in with iris, pin number, or fingerprint.</li> <li>4. Has a credit card to get extra cashback with.</li> </ol>	<ol style="list-style-type: none"> <li>1. In store and online payments.</li> <li>2. Gift &amp; membership transactions.</li> <li>3. Can log in with iris, pin number, or fingerprint.</li> </ol>
Strengths:	Payments can be made easily online. It is secure. Remembers info across multiple devices. Keeps track of all payment history.	No internet required when making payments. The risk is low to get info leaked. The privacy is key for them as the credit card has no numbers. Only can scan it so it cannot be used online if someone finds it.	It is easy to setup. It can work in 17 different countries. More then any other. Payments are fast and secure.
Weakness:	The app is not friendly. The company doesn't encourage new customers to join. Payment failure happens a lot. Customer service is hard to get ahold of.	The fees are high for apple pay. Software failure has been an issue. Not every website can use apple pay as I have it and some websites have you enter every field separately. Will not work.	You are not able to send money to friends. The account privacy isn't very secure, and your info can be leaked. Only name or email. Not credit card numbers. The interface design is not well done.
Ease of Use:	Medium	Easy.	Easy.
Security:	This one is different from others. It doesn't store your account numbers or card numbers. You must entrust the store with the security of your bank.	It is more secure to use then using a physical card. It uses built in security features into the hardware and software of the device.	Uses tokenization to secure information and has Samsung Knox constantly monitors and protects the phone.
Number of users:	Less than 100 million.	227 million.	Less than 100 million.

For me I would recommend apple pay as it is the leading in the world. And this is not by mistake. Apple pay has done a fantastic job at advertising and bringing money customers in, especially to the younger generation. The fees are more than google pay and Samsung pay but that is because they spend more on advertising and spend more on their product. I feel like more people would use these more if they were more user friendly. A very good idea by apple was to make a credit card that gives you cash back every time you use it. Anywhere that does not take apple pay, the customer can apply and get a credit card to pay with and get the cash back. The card is what got me to start using apple pay. I believe if other competitors develop their own credit card and have it come with some prize, more people will use their product. Another smart idea by apple was to make their card metallic and different looking. The credit card doesn't even have numbers, thus making it more secure. I know a lot of people who have gotten into apple pay just from the cool credit card you can get from them.